

Afghan Media Staff Overview of
Boston University (Trustees) Proposal

Summary

The assessment of the situation in Peshawar during a recent P/DH trip to Pakistan, and developments since the submission of the proposal on December 9, 1985, has led to suggestions for changes in the B.U. proposal. Further, it is contemplated that B.U. will work together with King Features Syndicate (The Hearst Corporation) on an integrated program which will also include area specialists. The primary change is for B.U. to conduct its proposed training program for the personnel of the prospective Afghan News Agency (ANA) rather than for the staffs of Majrooh and Akhbar. With B.U. concentrating on the training of the ANA staff, King Features Syndicate (KFS) can be considered for work on media relations and product distribution for the ANA, as well as working with the AIC and AIDC to upgrade output.

Through KFS's proposed activities with AIC and AIDC and the use of USIA for coordination and initial media specialist assistance, the services of the proposed B.U. assistant project director, equipment analyst, and media relations experts do not appear to be required. In addition, the amount of time required of the project director, training director, and administrative assistants should be less than originally proposed. The proposed travel of the project director and other B.U. personnel to world media outlets would then become unnecessary, given KFS's potential in that area.

The activities of B.U., as envisioned under its current limited proposal, would be composed of 1) preparation of curriculum and training materials (including translations); 2) conducting approximately 12 weeks of training in Peshawar, Pakistan; performing interim evaluations; 3) final evaluation and preparation of project reports. B.U. will be concerned with training of the ANA staff. KFS can work separately with AIC and AIDC and focus on ANA's media relations, distribution, and marketing in an integrated program with B.U. Orientation and background briefings for all grantee personnel would be performed by area specialists and USIA.

Suggested Activities

Stage One - In place of having the B.U. project team make a needs analysis visit to Peshawar, P/DH suggests that USIA personnel, in combination with area specialists, provide a comprehensive background briefing and orientation. Further, it is suggested that B.U. utilize the Agency's list of project resource organizations and individuals when selecting area specialists. Media relations experts should not be required.

Stage Two - The needs analysis visit would be replaced by briefings as suggested under stage one. Therefore the main activity in stage two would be the planning of the training programs, preparation of the curricula and training materials, and translation of materials. This work would be done by the project director, training director and/or training specialist (consultant).

Stage Three - The activities in this stage should be absorbed into stage two. Before deploying the training director and training specialist to Peshawar, a final briefing of the training team should take place.

Stage Four - The initial training program should utilize the staff of the Afghan News Agency (ANA). P/DH suggests that the training proceed along several tracks: 1) training in newswriting and editing for the staff of ANA; 2) training in photography, photojournalism, and darkroom techniques 3) training for field reporters (including photography and audio recording). We suggest training 25-30 individuals rather than the 10-12 as proposed.

Also, we recommend that the short courses on facilitative assistance to journalists, identification of Soviet weaponry and combat tactics, and combat information be integrated into the six week curricula taught by the training director and training specialist. It should not be necessary for separate project director travel to Peshawar for that purpose. Similarly, the task of the facilities/equipment analyst (visiting Peshawar to assess equipment needs and advise on purchasing) could be handled by the Post, Agency technical personnel or BU in Boston.

Stage Five - Because of the importance of maintaining a continuing presence at the ANA, it is suggested that either or both the training director and training specialist remain in Peshawar between the first and second training programs. An interim report evaluating the first six weeks will be important but a major break (such as the 90 days proposed) in contact with the program appears inadvisable. P/DH suggests that B.U. prepare the curricula (in stage two) and materials at the same time for both the first and the second training programs. Based upon the progress noted in Peshawar during the first six weeks of training, adjustments could be made to the curricula/materials.

The proposed visit of an expert in TV news and equipment does not appear to be necessary at this stage. Instead, later on, during the TV training, this expert would become a part of the training team. Also, because of KFS's contemplated activities with media relations and distribution, the proposed activities of the media relations experts are apparently not necessary.

Stage Six - As in the first training phase, at least 20 - 30 individuals should be programmed to be trained during the second training phase in order to derive the maximum benefit from the program. The second training program would be run on the same tracks as the first training program (see Stage Four) with the addition of a TV training component. This additional component will require the participation of training specialist and should proceed along two tracks: editing/production at the ANA, and field video photographic techniques. P/DH suggests that B.U. develop a testing/screening system to identify trainees for TV. In addition, TV trainees should be selected so as to create a geographically representative sample of the Afghanistan population.

Stage Seven - This stage should represent the conclusion of B.U. participation and would consist of the final evaluation and project report.

Stage Eight - Training the AIC and AIDC directors in distribution can be accomplished by KFS.

Stage Nine - Evaluation and final report would be accomplished under Stage Seven.

Working Paper

Estimated Budget for BU (Trustees) Proposal

Salaries and Wages

Project Director 50% effort for 6 months	14,490
Training Director 100% effort for 6 months	20,635
Consultant Training Specialist (First & Second phases) 100% effort for 6 months	20,635
Consultant Training Specialist (Second phase) 41 days at 160/day	6,560
Area Consultant 6 days @ 150/day	900
Interpreter/translator 72 days @ 35/day	2,520
Administrative Assistant 50% effort for 6 mos.	<u>6,250</u>
Subtotal Salaries & wages	71,990

Fringe Benefits

Professional 20.2% of salary	7,095
Staff 14.1%	882
Consultants 7.2%	<u>2,023</u>
Subtotal Fringe Benefits	10,000

Travel and Per Diem

3 day visit of Proj. Director and Training Director to Washington, D.C. Travel & Per Diem	690
Area Consultant travel to Boston & Per Diem approx	600
Training Director and Two Training Specialists Three round trips Boston-Peshawar	5,100
total of 210 days @ 70	<u>14,700</u>
Subtotal travel & per diem	21,090

Vehicle Rental

42 days @ 25/day	1,050
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<u>Communications</u>	
Long Distance calls, telegrams, postage	3,000
<u>Training Supplies</u>	500
<u>Instructional Materials</u>	
Including translation costs	3,000
<u>Copying/Printing</u>	<u>1,500</u>
Subtotal Other Direct Costs	8,000
Total Direct Costs	111,080
Indirect costs 50.1% of 89,990	<u>44,584</u>
Estimated Total Project Costs	155,664
Boston University Contribution	?

NOTE: This budget does not include costs of equipment. P/DH expects that the Agency will make a grant of equipment for the use of the Afghan News Agency. This will include 35mm cameras, film, related equipment, darkroom, video production and portable video sets, mimeograph, etc.